

## Message Text

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PAGE 01 ANTANA 01542 260623Z  
ACTION AF-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----065052 260628Z /16  
R 251419Z AUG 77  
FM AMEMBASSY ANTANANARIVO  
TO SECSTATE WASHDC 9625  
INFO USDOC WASHDC

UNCLAS ANTANANARIVO 1542

E.O. 11652: N/A  
TAGS: BEXP, MA  
SUBJECT: FY 1979 PROMOTIONAL PROGRAM FOR MADAGASCAR

REF: A) 76 STATE 195121 B) 76 ANTANANARIVO 1440  
C) ANTANANARIVO 1262 D) ANTANANARIVO 1272  
E) STATE 194504

1. SUMMARY: EMBASSY ANTANANARIVO BELIEVES THAT TWO OF THE PROPOSED FY 79 PROMOTIONAL PROGRAMS (SEE REF E) WOULD BE APPROPRIATE FOR MADAGASCAR'S MARKET, THE FEBRUARY 1979 TELECOMMUNICATIONS SEMINAR MISSION AND THE MAY 1979 FOOD PROCESSING VIDEO CATALOG SHOW. SUBSTANTIATIONS FOLLOW. END SUMMARY.

2. FEB 79 TELECOMMUNICATIONS SEMINAR MISSION: VALUE OF TELECOMMUNICATIONS IMPORTS IN 1974 WAS OVER 3 MILLION DOLLARS, AND IN 1975 IT EXCEEDED 5 MILLION DOLLARS. MADAGASCAR'S POPULATION IS THINLY SPREAD THROUGHOUT ITS 230,000 SQUARE MILES AND IMPROVED TELECOMMUNICATIONS IS ONE OF ITS MOST PRESSING NEEDS. U.S., AND JAPANESE, AND FRENCH AID PROGRAMS HAVE ASSISTED MADAGASCAR'S TELECOMMUNICATIONS DEVELOPMENT IN THE PAST AND FRENCH AND JAPANESE PROGRAMS ARE CONTINUING. THUS FRANCE AND JAPAN ARE THE SOURCES OF PRINCIPAL COMPETITION. EMBASSY NOTES THAT TELECOMMUNICATIONS SEMINAR MISSION WILL VISIT IVORY COAST AND GABON AND THEREFORE ASSUMES THE MISSION WILL BE EQUIPPED TO FUNCTION IN  
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FRENCH LANGUAGE. IF NOT SO EQUIPPED, IT SHOULD NOT COME TO MADAGASCAR.

3. MAY 1979 FOOD PROCESSING AND PACKAGING VIDEO CATALOG SHOW: FOOD PROCESSING AND PACKAGING MACHINERY IMPORTS TO MADAGASCAR IN 1974 AND 1975 WERE ONLY JUST OVER 500,000 DOLLARS EACH YEAR. HOWEVER, MADAGASCAR'S GOVERNMENT

IS VERY INTERESTED IN INCREASING THE PROCESSING OF ITS DIVERSIFIED AGRICULTURAL PRODUCTS BOTH FOR HOME CONSUMPTION AND EXPORT. ADDITIONALLY, WE BELIEVE THAT LONG-ESTABLISHED PRIVATELY-OWNED FOOD PROCESSING COMPANIES WILL INCREASE THEIR INVESTMENT IN THE NEXT FEW YEARS AS POLITICAL CLIMATE STABILIZES. IN FACT, RECENTLY, ONE CANDY MANUFACTURER APPROACHED EMBASSY ON POSSIBILITY OF BUYING AMERICAN MACHINERY AND A LARGE MANUFACTURER OF COOKIES AND CRACKERS REPORTED TO COMMERCIAL OFFICER THAT HE HAD BOUGHT AN AMERICAN FOOD PROCESSING MACHINE. SOURCE OF PRINCIPAL COMPETITION WILL PROBABLY BE FRANCE WITH ITS TRADITIONAL TRADE TIES WITH MADAGASCAR. EMBASSY NOTES THAT THE VIDEO CATALOG SHOW HAS BEEN SCHEDULED FOR CAMEROON AND IVORY COAST AND, AS IN THE CASE OF TELECOMMUNICATIONS SEMINAR MISSION, WE ASSUME THAT SHOW HAS BEEN ADAPTED TO FRENCH SPEAKING AUDIENCE. IF NOT, IT WILL BE OF NO USE IN MADAGASCAR.

4. FY 78 PROGRAM: EMBASSY HAS NOT YET RECEIVED REPLY TO REF C OR D REGARDING FY 78 PROGRAM. ARE TRADE PROMOTION EVENTS CONTEMPLATED FOR MADAGASCAR DURING FY 78?  
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## Message Attributes

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**Review Markings:**  
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